

DEPARTMENT OF COMMERCE (GENERAL)

FACULTY PROFILES



Employee No : 0143
Name : Dr. C.VIJAI
Designation : ASSISTANT PROFESSOR
Qualification : M.COM.,Ph.D.
Age & Date of Birth : 28 & 11/09/1988
Specialization : BANKING
Teaching Experience: UG: 6 MONTHS 0 Years PG: 6 MONTHS 0 Years

CONTACTS

Address:

Office : SRIRAM COLLEGE OF ARTS AND SCIENCE -
PERUMALPATTU

Residence: CHINNANDIKZHI, SILAMBIMANGALAM POST,
BHUVANAGIRI,TALUK.

CUDDALORE (DTS)608801

Phone : **Off:**
Res:
Mobile: +91-9489925424

Email: Vijaialvar@gmail.com

Office:

Other:

Experience Details:

Name and Address of the Institution	Designation	From	To	Total No. of Years
SRIRAM COLLEGE OF ARTS AND SCIENCE	ASSISTANT PROFESSOR	29/06/2016	Till date	1 year

DOCTOR OF PHILOSOPHY (Ph.D) – THESIS TITLE.

Thesis Title: *“Green Banking Practices of the Commercial Banks in Cuddalore District: An Empirical Assessment”*

DOCTORAL FELLOWSHIP RECEIVED

- ❖ Received "ICSSR Doctoral Fellowship" from the Indian Council of Social Science Research, Ministry of Human Resource Development, New Delhi for Ph.D. research work titled *"Green Banking Practices of the Commercial Banks in Cuddalore District: An Empirical Assessment"* in January 2015.

• PUBLICATIONS - 12

- Natarajan, C and Vijai, C (2013). "Customers' Perception towards Payment Services Used in E-Banking in Cuddalore District", *THAVAN International Journal of Research in Economics and Banking*, Vol.4, No.2, December, pp. 249-252. ISSN 2277 -1093.
- Natarajan, C and Vijai, C (2014). "Work-Life Balance among Women Employees in the Software Companies in Bengaluru City: An Empirical Study", *International Journal of Exclusive Management Research*, Vol.1, Special Edition, April, pp. 1-5. ISSN 2249-8672.
- Natarajan, C and Vijai, C (2014). "An Empirical Review on the Work Stress of Employees in Life Insurance Corporation of India", *Emerging Paradigms in Management Research*, February 27-28, Tiruchengode, pp. 34- 41. Madurai: Shanalax Publications. ISBN 978-93-80686-96-7.
- Natarajan, C and Vijai, C (2014) **Challenges and Opportunities of Entrepreneurship in India in the Rural Context**. *Entrepreneurial Perspectives and Emergence*. August, 7-8, -pp.207-210, Alagappa University Publication, Karaikudi. ISBN 978-93-804002-6-9.
- Natarajan, C and Vijai, C (2015). "Work Stress among Women Employees in IT Sector: An Empirical Study", *The Indian Pages: International Journal of Multidisciplinary Research*, Special Edition, February, pp. 6-13. ISSN 2278 2311.
- Natarajan, C and Vijai, C (2015). "Employee Engagement Programmes of the Select Information Technology Companies in Chennai: An Empirical Study", *International Journal of Commerce*, Vol.2, No.2, Special Edition, August, pp.220-226. ISSN 23949597.

- **Vijai, C and Natarajan, C (2015). "Employees' Perception towards In- House GreenBanking Activities of the Commercial Banks in CuddaloreDistrict", *Journal of Exclusive Management Science*, Vol.4, No. 10, October, pp. 1-5. ISSN 2277 5684.**
- **Natarajan, C and Vijai, C (2015). "Customers' Awareness towards Green Banking Products of the Select Commercial Banks in Cuddalore District:An Empirical Assessment", *International Journal of Management Research*, Vol.3,No. 10, October, pp.1-5. ISSN 23486724.**
- **Natarajan, C and Vijai, C (2015).Customers' Perception towards Departmental Stores: A Study with Special Reference to Coimbatore City. *Retail Marketing: Opportunities and Challenges*. May, pp.22-29. Siva SivaPathipagam, Kuttalam, ISBN 978-93-8050.**
- **Vijai..C(2016). "Green banking India", International Journal of Multidisciplinary issue: 5 September,ISSN 2349-8684.**
- **Vijai.C (2016) "Green marketing in india", jamal academic research journal:an interdisciplinary, Vol 9No.1 (1)September, ISSN 0973 -0303.**

SEMINAR / CONFERENCE / WORKSHOP - 19

- **Attended one-day State Level Seminar on "Cooperatives Today inTamilnadu" organized by the Department of Commerce, AnnamalaiUniversity,Annamalainagar on 5th March 2013.**
- **Attended one-day State Level Seminar on "Recent Trends in Indian Capital Market" organized by the Department of Commerce, AnnamalaiUniversity, Annamalainagar on 6th March 2013.**
- **Attended two-day National Level Seminar on "Exploring Opportunities for Extension and Outreach Services through Commerce Education"organized by the Department of Commerce, AnnamalaiUniversity, Annamalainagar on 22nd February2014.**
- **Attended two -day National Level Workshop on "Accounting in 21stCentury -some Emerging Dimensions" organized by the Department ofCommerce, Annamalai University, Annamalainagar on 3rdand 4th March2014**

- Attended two-day National Level Symposium on "**Multifarious Dimensions of International Business**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 13th and 14th March 2014.
- Attended two-day National Level Symposium on "**Primordial Sentiments and Human Rights Activism in Indian Scenario**" organized by the Department of History, Annamalai University, Annamalainagar on 24th and 25th March 2014.
- Attended one-day Special Workshop on "**Research in Commerce: A Focus on Case Study Method**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 30th July 2014.
- Attended one-day Special Lecture on "**Dimension of Research in Commerce**" organized by the Department of Commerce, Annamalai University, Annamalainagar on 2nd September 2014.
- Attended one-day Workshop on "**Investment Avenues and Trading Strategies**" organized by the Department of Business Administration, Annamalai University, Annamalainagar on 23rd September 2014.
- Attended one-day National Workshop on "**Innovative Approaches in Entrepreneurial Development**" organized by the Saradha Gangadharan College, Pondicherry on 27th September 2014.
- Attended one-day National Workshop on "**Commodity Market and Investment Strategies**" organized by the Commerce Wing, Directorate of Distance Education, Annamalai University, Annamalainagar on 28th November 2014.
- Attended one-day Workshop on "**User Awareness Programme on Shodhganga: A Repository of Indian Thesis and Dissertations**" organized by the Department of Library and Information Science, Annamalai University, Annamalainagar on 4th February 2015.
- Attended two-day Workshop on "**SMARTY (Yoga for Self-esteem, Memory Development, Assertiveness in Communication, Rapid Reading, Thoughtful Thesis Writing)**" organized by the Department of Library and Information Science, Annamalai University, Annamalainagar on 4th February 2015.
- Attended one-day Workshop on "**Enriching and**

Empowering Entrepreneurial Skills among Students Organized" by the Directorate of Distance Education, Business Administration Wing, Annamalai University, Annamalai Nagar on 12th March 2015.

- Attended one-day National Seminar on **"Recent Trends in Research in Commerce"** organized by the PG and Research Department of Commerce, Thirukolanjiappar Government Arts College, Vridhachalam 13th March 2015.
- Attended two-day National Level Training Programme on **"Application of Econometric Techniques and Use of SPSS Software for Data Analysis"** organized by the Department of Economics, Annamalai University, Annamalai Nagar on 16th and 17th 2015.
- Attended one-day State Level Seminar on **"Innovative Challenges In Business Studies By 2020"** organized by the Department of Commerce & Management, Sri Vinayaga College Of Arts & Science, Ulundurpet, Villupuram on 11th February 2016.
- Attended one-day International seminar on **"Measurement of Quality Publications: Issues and Challenges (MQPIC – 2016)"** organized by the **Department of Library and Information Science**, Periyar University Salem on 23rd November, 2016.

Papers Presented - 35

- Presented a paper titled **"Customers' Perception towards Electronic Banking Services of the Commercial Banks in Salem District"** in the National Conference on "Banking and Finance" organized by the Rajagiri Centre for Business Studies, Cochin on 20th February, 2013.
- Presented a paper title **"E-recruitment : The Paradigm Shift"** in the International Conference on "Challenges and Strategies for Vibrant Management" organized by the Department of Management Studies, Mahendra Engineering College, Tiruchengode on 15th, 16th & 17th April, 2013.
- Presented a paper titled **"Customers' Perception towards Payment Services Used in E-Banking in Cuddalore District"** in the National Seminar on "Inclusive Banking Through Technology" organized by the PG and Research Department of Commerce, Periyar EVR College, Tiruchirappalli on 21st February 2014.
- Presented a paper titled **"Customers' Satisfaction towards Retail Banking of the**

Commercial Banks : An Empirical Study" in the 3rd International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development" organized by the Sri Ganesh School of Business Management, Salem on 25th February 2013.

- Presented a paper titled **E-banking Problems in India"** in the 3rd International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development" organized by the Sri Ganesh School of Business Management, Salem on 25th February 2013.
- Presented a paper titled **"An Empirical Review on the Work Stress of the Employees in Life Insurance Corporation of India"** in the International Conference on "Emerging Paradigms in Management Research" jointly organized by the Vivekananda Group of Institutions, Tiruchengode and Mother Teresa Women's University, Kodaikanal on 27th and 28th February 2014.
- Presented a paper titled **"Farmers' Awareness of Intellectual Property Rights in Salem District: An Empirical Study"** in the National Seminar on "Intellectual Property Rights" organized by the Economics Wing, Directorate of Distance Education, Annamalai University, Annamalainagar on 19th and 20th March 2014.
- Presented a paper titled **"An Empirical Evaluation on the Problems of Micro Enterprises in Villupuram District"** in the National Seminar on "Creativity and Innovation for Contemporary Managerial Issues" organized by the Department of Management Studies, Periyar Maniammai University, Thanjavur on 26th March 2014.
- Presented a paper titled **"Work-Life Balance among Women Employees in the Software Companies in Bengaluru City: An Empirical Study"** in the National Conference on "Innovative Management Practices & Technology for Skill Development" organized by the Department of Management Studies, Sakthi Mariamman Engineering College, Chennai on 4th April 2014.
- Presented a paper titled **"Problems of Micro Entrepreneurs in Cuddalore District: An Empirical Study"** in the National Conference on "Innovative Management Practices & Technology for Skill Development" organized by the Department of Management Studies, Sakthi Mariamman Engineering College, Chennai on 4th April 2014.
- Presented a paper titled **"Organizational Climate in the Neyveli Lignite Corporation**

Limited: An Empirical Assessment" in the National Conference on "National Paradigm for Corporate Sustenance - 3 Ps (Plant, People and Profit)" organized by the Post Graduate and Research Department of Corporate Secretaryship, Bharathidasan Government College for Women, Puducherry on 25th and 26th July 2014.

- Presented a paper titled "**Challenges and Opportunities of Entrepreneurship in India in the Rural Context**" in the International Conference on "Entrepreneurial Perspectives & Emergence" organized by the Alagappa Institute of Management, Alagappa University, Karaikudi on 7th and 8th August 2014.
- Presented a paper titled "**Retail Banking Services of the Regional Rural Banks: An Empirical Study**" in the International Seminar on "Global Economic Revival: A Changing Scenario" organized by the Department of Business Administration & PG Department of Commerce (SF), Jamal Mohamed College, Tiruchirappalli on 16th and 17th August 2014.
- Presented a paper titled "**Entrepreneurial Problems in India**" in the National Conference on "Emerging Challenges & Opportunities of the Indian Business in Global Scenario" organized by the IQAC, PG and Research Department of Commerce, Vysya College, Salem on 11th September 2014.
- 15. Presented a paper titled "**Opportunity and Challenges of Green Marketing**" in the International Conference on "Transition from Inertia to Implementation" organized by Adaikalamatha Institute of Management and Research, Thanjavur, on 13th September 2014
- Presented a paper titled "**Cadre Difference and Demographic Factors and Its Influence on Ethical Orientation among Bank Employees in Salem City: An Empirical Study**" in the National Conference on "Emerging Trends in Management" organized by the Department of Management Studies, VMKV Engineering College, Vinayaka Missions University, Salem 19th September 2014.
- Presented a paper titled "**Corporate Social Responsibility in a Changing Business Scenario**" in the National Seminar on "Social Rejuvenation through Corporate Social Responsibility" organized by the Department of Commerce, K.S. Rangasamy College of Arts & Science (Autonomous), Tiruchengode on 20th September 2014.
- Presented a paper titled "**The Entrepreneurship Development in India**" in the National

Level Conference on "Entrepreneurship" organized by the Department of Commerce, Annai College, Kumbakonam on 16th October 2014.

- Presented a paper titled **"Patients' Perception towards Services of the Select Multispecialty Hospitals in Salem District"** in the National Seminar on "Application of Health Economics in Health Care Planning and Management" organized by the Economics Wing, Directorate of Distance Education, Annamalai University, Annamalai Nagar on 5th & 6th November, 2014.
- Presented a paper titled **"Economic Impact of Organized Retail Outlets on the Unorganized Small Traders : An Empirical Study"** in the International Conference on "Contemporary Global Economic Issues" organized by the Department of Economics, University of Allahabad, Allahabad on 11th-14th December 2014.
- Presented a paper titled **"Customers' Perception towards Departmental Stores: A Study with Special Reference to Coimbatore City"** in the National Seminar on "Retail Marketing: Opportunities and Challenges" organized by the PG and Research Department of Commerce, Poompuhar College, Melaiyur on 22nd December 2014.
- Presented a paper titled **"The Banking Services in the Retail Marketing in India"** in the National Seminar on "Retail Marketing: Opportunities and Challenges" organized by the PG and Research Department of Commerce, Poompuhar College, Melaiyur on 22nd December 2014.
- Presented a paper titled **"Micro-insurance in India : Problems and Prospects"** in the National Seminar on "Strategies for Enhancing Competitiveness of Indian Corporate Sector" organized by the Department of Corporate Secretaryship, St. Xavier's College, Palayamkottai on 8th January 2015.
- Presented a paper titled **"Challenges in the Adoption of Green Initiatives for Business Sustainability"** in the National Seminar on "Business Sustainability through Green Practices" organized by the Department of Commerce, Sri PSG Arts and Science College for Women, Sankari, Salem on 30th January 2015.
- Presented a paper titled **"Employees' Perception towards Organizational Justice in Magnesite Companies: An Empirical Study"** in the International Conference on "Competency Building Strategies in Business and Technology for Sustainable Development" organized by the Department of Management Studies, Sri Ganesh School

of Business Management, Salem on 20th February 2015.

- Presented a paper titled **"Work Stress Among Women Employees in IT Sector: An Empirical Study"** in the National Seminar on "Global Business Environment: Challenges and Opportunities" organized by the Department of Commerce, Periyar University Constituent Arts and Science College, Idappadi, Salem on 27th and 28th February 2015.
- Presented a paper titled **"A Study of Joint Sales Promotion with Special Reference to Organized Retail"** in the National Conference on "Recent Trends in Retail" organized by the Department of Commerce, SMT. Indira Gandhi Govt. First Grade Women's College, Sagar, Karnataka on 21st February 2015
- Presented a paper titled **"Awareness of Rural on their Rights in Cuddalore District"** in the National Conference on "Contemporary Issues in Women Rights with Special Reference to Status of Women" organized by the Political Science & Public Administration Wing, Directorate of Distance Education, Annamalai University, Annamalai Nagar on 20th and 21st March 2015.
- Presented a paper titled **"Tourists Perception towards Marketing of Tourism Services in Tamilnadu: An Empirical Study,"** In the UGC Sponsored two-day National Level Seminar On "Service Sector: The Engine of Growth for Indian Inc: The Convergence of Ideas" organized by the Department of Commerce & Management, Government College for Women, Mandya, Karnataka in association with Mandya District Cooperative Milk Producers' Societies Union Limited on 22nd and 23rd April 2015.
- Presented a paper titled **"Ethical Issues in Banking Industry: An Empirical Study"** in the two-day International Conference on "Innovation in Commerce and Management" organized by the PG & Research Department of Commerce, A.V.C. College (Autonomous), Mannampandal, Mayiladuthurai on 10th and 11th August 2015.
- Presented a paper titled **"Employee Engagement Programmes of the Select Information Technology Companies in Chennai: An Empirical Study"** in the "International Indian Business Conference" organized by the PG & Research Department of Commerce, AVS College of Arts & Science, Salem on 21st August 2015.
- Presented a paper titled **"Customers' Awareness on Green Banking Products of the Commercial Banks in Cuddalore District: An Empirical Study"** in the "National Level Seminar on "Recent Trends in Marketing" organized by the Department of

Commerce and Business Administration, Mass College of Arts and Science, Kumbakonam on 30th October 2015.

- Presented a paper titled **"Impact Of Organizational Climate In The Select Cement Companies In Ariyalur District : Empirical Study"** in the National Conference on "Emerging Trends in Management" organized by the Department of Management Studies, VMKV Engineering College, Vinayaka Missions University, Salem 18th March 2016.
- Presented a paper titled **"Green banking india"** in the National Conference on "Innovation needed in commerce economics and management to meet the present crises and craze" organized by the Mangayarkarasi College Of arts and science for women, Madurai, Management Studies, meenakshi college , madurai , 24th September 2016.
- Presented a paper titled **"Green marketing in india"** in the National seminar on "Growth strategies for business development in india, organized by the graduate department of commerce , jamal Mohamed college , Tiruchirappalli 28th September 2016.

CO-ORDINATOR

CCC CO-Ordinator in SRI RAM COLLEGE OF ARTS & SCIENCE – PERUMALPATTU.

OTHER POSITION

AT COLLEGE LEVEL

- CCC
- COMMITTEES
 - MEMBERS in CCC

ANY OTHER

Extra-curricular activities : N.S.S
